

(19) World Intellectual Property Organization  
International Bureau



(43) International Publication Date  
24 August 2000 (24.08.2000)

PCT

(10) International Publication Number  
**WO 00/49546 A3**

(51) International Patent Classification<sup>7</sup>: G06F 17/60

(21) International Application Number: PCT/US00/04064

(22) International Filing Date: 17 February 2000 (17.02.2000)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:  
09/252,574 18 February 1999 (18.02.1999) US

(71) Applicant: **PRICELINE.COM INCORPORATED**  
[US/US]; 800 Connecticut Avenue, Norwalk, CT 06854 (US).

(72) Inventors: **WALKER, Jay, S.**; 124 Spectacle Lane, Ridgefield, CT 06877 (US). **SPARICO, Thomas, M.**; Apartment 2430, 200 Broad Street, Stamford, CT 06901 (US). **WISSE, Robert, S.**; 12 Pinehurst Lane, Half Moon Bay, CA 94019 (US).

(74) Agent: **HANCHUK, Walter, G.**; Morgan & Finnegan, L.L.P., 345 Park Avenue, New York, NY 10154-0053 (US).

(81) Designated States (*national*): AE, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CR, CU, CZ, DE, DK, DM, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, UZ, VN, YU, ZA, ZW.

(84) Designated States (*regional*): ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).

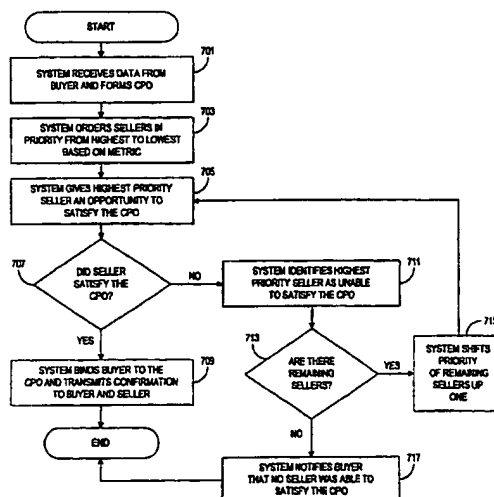
Published:

— With international search report.

(88) Date of publication of the international search report:  
19 April 2001

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: METHOD FOR ALLOCATING BUSINESS TO A PRIORITY SELLER IN AN ELECTRONIC COMMERCE SYSTEM



(57) Abstract: A system and method for allocating conditional purchase offers (CPO's) among a plurality of agency-based and broadcast-based sellers in a buyer-driven commerce system. In one embodiment, the system determines which agency-based or broadcast-based sellers can fulfill or satisfy the CPO and orders those sellers in a priority order (703). In another embodiment, the priority is determined by relative market share and number of recent opportunities to satisfy a CPO. In another embodiment, priority is also determined by metrics and buyer information. In another embodiment, the priority is determined randomly. The system ensures that when a buyer can satisfy the CPO at multiple prices levels, the highest price level fulfills the CPO. This ensures maximum seller revenue for each CPO.

WO 00/49546 A3

## INTERNATIONAL SEARCH REPORT

International application No.

PCT/US00/04064

<b>A. CLASSIFICATION OF SUBJECT MATTER</b> IPC(7) :G06F 17/60 US CL :705/26, 37 According to International Patent Classification (IPC) or to both national classification and IPC		
<b>B. FIELDS SEARCHED</b> Minimum documentation searched (classification system followed by classification symbols) U.S. : 705/26, 37, 1, 27  Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched  Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) Please See Extra Sheet.		
<b>C. DOCUMENTS CONSIDERED TO BE RELEVANT</b>		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 5,794,207 A (WALKER et al.) 11 August 1998, whole document.	1-50
A	WO 98/10361 A1 (WALKER et al.) 12 March, 1998, whole document.	1-50
<input checked="" type="checkbox"/> Further documents are listed in the continuation of Box C. <input type="checkbox"/> See patent family annex.		
* "A" "E" "L" "O" "P"	Special categories of cited documents: document defining the general state of the art which is not considered to be of particular relevance earlier document published on or after the international filing date document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified) document referring to an oral disclosure, use, exhibition or other means document published prior to the international filing date but later than the priority date claimed	"T" "X" "Y" "G" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art document member of the same patent family
Date of the actual completion of the international search 21 NOVEMBER 2000		Date of mailing of the international search report 02 JAN 2001
Name and mailing address of the ISA/US Commissioner of Patents and Trademarks Box PCT Washington, D.C. 20231 Facsimile No. (703) 305-3230		Authorized officer VINCENT MILLIN Telephone No. (703) 308-1065 <i>Peggy Harrod</i>

# INTERNATIONAL SEARCH REPORT

International application No.  
PCT/US00/04064

## C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X --- Y --- A	HENSLEY, H.G., Travel Weekly, Vol. 45, page 7, "I'll Take Juarez," February 1986, especially first half of paper.	1-2, 4, 7, 14, 16, 28-29, 31, 34, 41, 43; ----- 3, 6, 8, 11, 13, 15, 26-27, 30, 33, 35, 38, 40, 42, 44-46; ----- 5, 9, 10, 12, 17- 25, 32, 36-37, 39, 47-50.
Y --- A	EP 0 512 702 A2 (DONNER et al.), 11 November 1992, see page 2, line 31, through page 3, line 8; page 6, lines 3-18; page 9, line 16, through page 10, line 41.	3, 6, 8, 13, 26-27, 30, 33, 35, 40, 44-50; ----- 1-2, 4-5, 7, 9-12, 14-25, 28, 29, 31, 32, 34, 36-39, 41- 43.
Y	US 5,822,737 A (OGRAM) 13 October, 1998, see Abstract.	47-50
Y	US 5,640,390 A (SAKAMOTO et al.) 17 June 1997 see column 10, lines 3-6.	11, 38, 48
A	US 5,101,353 A (LUPIEN et al.) 31 March 1992.	1-50
A	US 5,758,328 A (GIOVANNOLI) 26 May 1998	1-50
A,P	ANONYMOUS, Jewelers' Circular-Keystone, "Another Reason to Love Those Affluent Customers," Vol. CLXX, No. 7, page 64, July 1999.	2, 16, 29, 43
Y	GIBSON, R. et al., The Wall Street Journal, "Marketing: Fast-Food Chains Hope Diner Swallow New 'Value' Menu of Higher-Priced Items," 13 March 1992, page B1.	15, 42

## INTERNATIONAL SEARCH REPORT

International application No.

PCT/US00/04064

### B. FIELDS SEARCHED

Electronic data bases consulted (Name of data base and where practicable terms used):

WEST keyword searches of U.S. Patents, European and Japanese Patent Abstracts, the Derwent World Patent Index, and IBM Technical Disclosure Bulletins. DIALOG keyword searches of files 2, 9, 15, 16, 20, 35, 47, 65, 77, 99, 146, 148, 233, 256, 275, 278, 347, 348, 349, 350, 387, 471, 473, 474, 475, 477, 492, 494, 498, 570, 583, 621, 623, 624, 630, 631, 632, 633, 634, 636, 638, 640, 641, 702, 703, 704, 713, 714, 710, 711, 715, 725, 735, 810, 813.